

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, March 16, 2015

5:00 PM

Minutes

Present: Betsy Paterson, Kim Bova, Millie Brosseau, Rick Brosseau, Janine Callahan, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from March 2, 2015

Millie Brosseau moved to approve the Minutes from March 2, 2015. Rick Brosseau seconded the motion. The Minutes were approved unanimously.

4. Discuss Committee Structure

Kathleen Paterson recapped the discussion from the previous meeting.

Kim Bova suggested inviting potential committee members to an informational meeting.

By consensus, the group agreed to invite potential new members to the April 20 meeting.

Ms. Paterson asked Ms. K. Paterson to include a mention of the meeting in the next Partnership newsletter.

5. Discuss policies on food trucks and vending at non-food booths

Ms. Brosseau said she thought it best to keep the Festival open to Mansfield businesses only.

By consensus, the group agreed to keep the Festival open to Mansfield businesses only.

Ms. Paterson explained that the question of other booths being allowed to sell items had come up again in 2014. She expressed her preference of keeping the Festival as a welcoming event for everyone regardless of income level. She said she likes that people can come and enjoy the music and activities without having to spend money. Ms. Paterson added that, should the group allow vending, some parameters would need to be set regarding what can be sold.

Mr. Brosseau said he was asked by a member of a non-profit organization about this question last year. He suggested only allowing non-profit groups to sell items.

Ms. K. Paterson commented that such a rule would require enforcement by committee members. She explained her preference for keeping vending limited to food booths as she thinks it makes the event more accessible for families.

By consensus, the group agreed to maintain the current policies limiting vending to food booths.

6. Discuss set-up

Ms. K. Paterson reviewed the options discussed at the previous meeting regarding set-up, including the possibility of adding a second stage, holding events in the E. O. Smith parking lot, expanding down Wilbur Cross Way, and holding activities in the Dog Lane parking lot. She noted that those members present at the previous meeting had decided against the Dog Lane lot because the street will be open to vehicular traffic there. Ms. K. Paterson said she confirmed that the second stage is available if the group would like to have it.

Ms. Bova supported the idea of a second stage.

Ms. Paterson agreed and said she thought it would better define the area.

Ms. Taylor also supported the idea of the second stage and said she did not see the need to expand onto Wilbur Cross Way.

By consensus, the group agreed to have a second stage and to keep the same general site as in 2014.

Mr. Brosseau volunteered the use of his band's sound equipment for the second stage.

The group brainstormed different programming ideas with a focus on children's entertainment.

Ms. Paterson asked Ms. K. Paterson to research different options and costs and to present them to the group with the draft budget at the next meeting.

Ms. Bova will assist in getting price quotes from local performers.

7. Updates from subcommittee members

Ms. K. Paterson said that the Save the Date cards were mailed to Partnership members and past Festival participants and distributed to different locations around town. She said she had also sent a "Save the Date" email to the Partnership's email lists and to a variety of UConn and E. O. Smith groups.

Ms. Bova reported that she had talked to the Arts Advisory Committee about the possibility of taking over the Juried Art Show. She said that Committee is interested but needed more information before making a decision. Ms. Bova now has a task list from Ms. K. Paterson that she will share with the Arts Advisory Committee.

Mr. Brosseau asked about recruiting more bands for the Parade. He wondered if the Middle School band would participate.

Ms. Paterson suggested contacting the schools now so that they can plan and prepare for the fall.

Ms. K. Paterson will draft a press release inviting bands to be in the Parade and will update the Festival website to highlight different ways to be in the Parade.

Ms. Bova reported that she had spoken with a potential opening act for the main stage who is available on the day of the Festival.

Ms. K. Paterson will follow-up with the potential act regarding their fee.

8. Adjourn

The meeting adjourned at 6:20 pm.